



CHANNEL PARTNER STORY

Why HealthPass Partnered with bswift

HealthPass

Vince Ashton
President and CEO

INDUSTRY

Healthcare

THE STORY

HealthPass was looking for a benefits administration partner to help differentiate their business in the small group marketplace. They sought a flexible and reliable partner that understood the unique and ever-changing needs of their business.

WHY bswift

Personalized Service
Flexible Technology
Reliable Team

The views expressed are solely those of the individual and do not necessarily reflect the views of HealthPass.

“Providing bswift to our clients makes HealthPass more competitive. It’s one of the differentiators we have in our marketplace, to be able to show people that we have an end-to-end solution...frankly, in the small group market, that doesn’t really happen.”



“The bswift team feels like an extension of my own staff. That’s what makes it such a great relationship and a great partnership.”

If I could describe bswift in three words, it would be

**Dependable,
Reliable &
Compassionate.**

“We’re a small business and we need to move quickly at a moment’s notice oftentimes. bswift helps make that happen. The flexibility, the technology and the solution are really helpful in making sure that we can make changes on the fly when we need to.”

FLEXIBLE

“The opportunities to leverage their system, technology and people make the benefit administration portion of your business that much easier.”

EASY

“At the end of the day, it’s the personalized service that keeps us coming back to bswift year after year.”

PERSONALIZED

“The fact that they were one of the only shop exchanges that were up and running from day one without any problems or hiccups was a wonderful thing.”

“bswift understands the ebbs and flows of our business and works with us to make sure we have what we need at any particular time.”

“They’ve always had our interests at heart.”